

What's it like to own a \$10,000 car?



Find out for \$3920.

This is the Volvo 1800 S. Road & Track magazine calls it "a very civilized touring car for people who want to travel rapidly in style, a Gran Turismo car of the type much in the news these days—but at a price that many people who cannot afford a Ferrari or an Aston Martin will be able to pay."

The Ferrari and Aston Martin cost over \$10,000. The 1800 S costs \$3920.*

Just what does the 1800 S share in common with the expensive ones? We knew you'd ask. A 4-speed transmis-

sion with synchromesh on all of them. Optional overdrive. Disc brakes. A real trunk with room for real luggage. And complete instrumentation that includes tachometer, electric clock, even an oil temperature gauge.

We should tell you, though, that there is one feature the 1800 S does not share with the others.

Speed.

Those \$10,000 cars can do 150. The 1800 S will only do 106.

Tough.



*MANUFACTURER'S SUGGESTED RETAIL PRICE EAST AND GULF COAST POE, WEST COAST POE SLIGHTLY HIGHER. OVERSEAS DELIVERY AVAILABLE. SEE THE YELLOW PAGES FOR THE DEALER NEAREST YOU.